How a tour of banking hell pushed Filipinos to switch to better banking.

Union Bank of the Philippines has digitally transformed itself into being the country’s most advanced digital bank with an outstanding app – UB Online. The app has already been launched and awareness of it has been growing, but Filipinos continued to struggle with problematic apps and endure the terrible features and services. With this, UB wanted to change Filipinos’ mindset of settling and make them realize that they deserve more, and that they can actually do better with the UB Online app.

THE STRATEGY
Highlight the fact that Filipinos’ banking pains are self-inflicted, and that the way out of them is to switch to UB Online.

THE EXECUTION
To push downloads and account openings, UB launched “Heaven”, a full campaign that aims to end banking pains by pointing out the settling mindset of Filipinos when it comes to banking – creatively depicted in a film set in a bank, told inspired by Dante Agnelli’s classic comedy. The film was then amplified by hat and handshake themed posts and online ads.

THE RESULTS
The campaign skyrocketed UB’s business through remarkably high amount of views, target hits, new installs and new accounts. More importantly, it finally put an end to self-inflicted banking pains, and drove Filipinos to the direction of heavenly banking with UB Online.

633,935 sign-ups
379,451 accounts opened
3.83M app installs
14.54B impressions
59.8% conversion rate
4.26B clicks

TOP 3 Finance/Banking App in the App Store PH

The Drum
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